

S-S-S-S-S-M

For the Thurberesque creatures disporting themselves on these cover pages, we wanted the one and only Thurber. But no such luck — so with a gracious nod from him, and a deep, deep bow in return, we give you our version of a Thurber Merry Christmas.

conscientious and objective guide to those happy and hectic days that come but

How to have a Merry Christmas? Well, start right off with a list. In a way, that's just what this book is. We began thinking about people - first, we said, probably your mother, and then we went on down the line, through all your near and dear. (People being what they are, you'll be just as apt to find your pet maiden aunt's present in the "Whirl Girl" chapter, as you'll be to find the perfect thing for a glamour girl on our page of bath-tub toys.) As for the presents themselves - practically everything represents a large collection with a large variety of prices. Those "Superb Gesture" pages you'll see now and again are our idea of real magnificence one-of-a-kind things that will make a splash.

And as for technicalities — the order number is the thing — it's right after the price, like this: 25.00 (#23-51). And THAT is the thing that makes it so blissfully easy to order by 'phone, or with that order blank in the back. Our number's Wisconsin 7-3300. (Day or night, you know.) Our address is Fifth Avenue at 39th Street . . . and though we think you'll have m wonderful time shopping "by the Book", we'd love to have you come in and see us, just the same. Now, you can make your gift list on page 173, and you'll find the Table of Contents when you turn Low york + manhaoust the page. If you're looking for something special, there's the Cross Index on page 170. So here you go ...

P.S. Have a Merry, Merry Christmas!



For Her Easy Hours, pages II and 9. Little Luxuries, pages III and 11. For Traveling, pages 12 and 13. To Wear, pages 14 and 15. To Adorn Her, pages 16 and 17. She's Sure to Want, pages 18 and 19. She'll Never Expect, pages 20 and 21. The Superb Gesture, pages 22 and 23.

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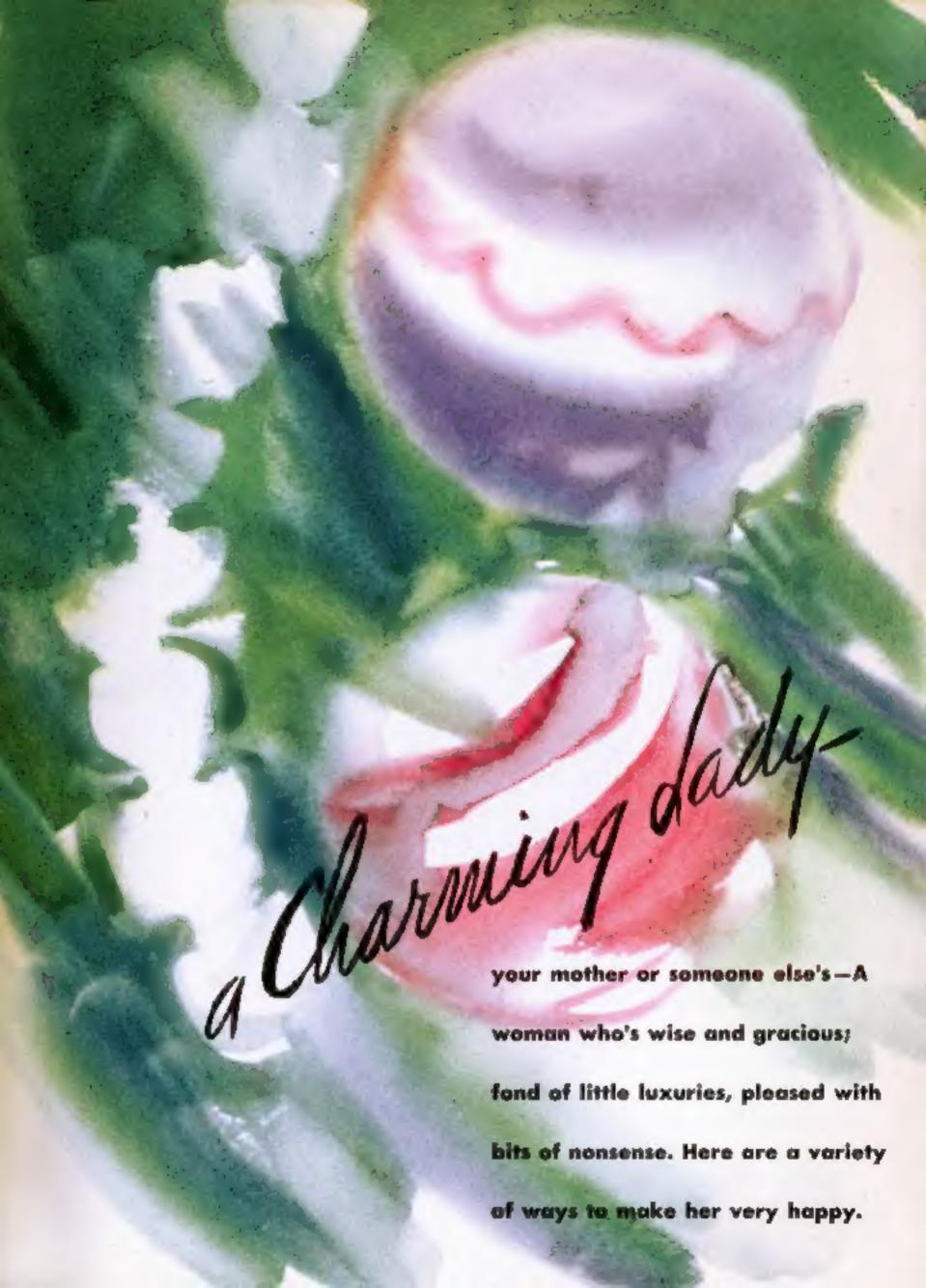
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And to Make the Most of our Services, pages 166 and 167.

Cross Index - Your Gift List - Pages 169 to 175

First on your list, we imagine...





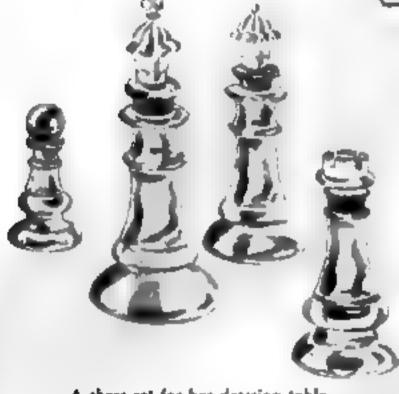


A heavenly heart — Shocking sachet by Schiaparelli, in a big satiny cerise heart — wonderful! 4.00 (*18-1)
Tailetries, on the Street Floor



Little

Luxuries



A chess set for her dressing table —
The King, 12.00 (*18-2). The Queen,
6.50 (*18-2a). The Castle, 3.75 (*18-2b)
and The Pawn, 1.25 (*18-2c). Filled
with Mary Chess' divine scents; say,
White Like or Tapestry.

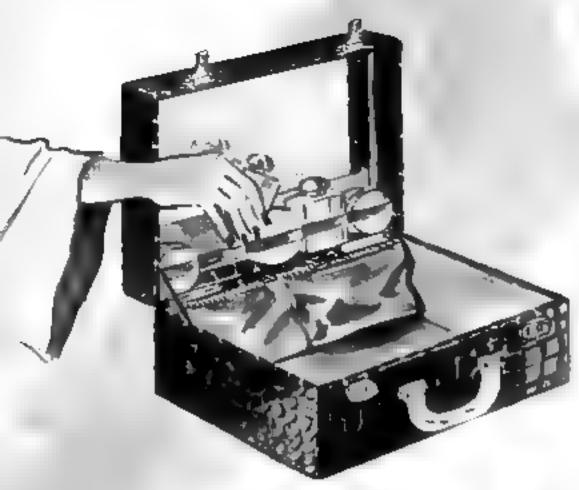
Toiletries, Street Floor

Fragrant clothes — Orloff's pretty
boubles on podded hangers
make scent cling to fabric. Set of
ten hangers, with sochet balls in
a transparent box. Peach, blue,
green or yellow, 5.00 (*14-1)
Nations, on the Street Floor

A whiff of lociness — a little handkerchief with Houbigant's frothy, delicate perfume, Chantilly, Boxed set, 1.50 (*18-3). Toiletries, on the Street Floor, or 'phone.

LORD & TAYLOR, Wisconsin 7-3300





Exclusive fitted case in simulated leather.

Black or rust alligator; brown calf;
white rawhide; red or natural saddle.

9.95 (*18.7). Toiletries, Street Floor



Our exclusive fitted dressing case in black ar British brown call, with an especially handsome lining, 49,50 (*18-8)
Tailetries, on the Street Floor

For Traveling



When she trips about, seeing her broad: a compact little clack in a leather case (above). One day movement, 7,50 'Phone for *16-1 Jewelry, on the Street Floor

(OPPOSITE PAGE) A superb cont that comes in many blendings and patterns of fine tweed. 12-18, 85.00 (*28-1). Coat Salon, Third Floor

And at her feet, luggage in washable white. Lightweight and smart in simulated rawhide with accents of red feather. Set of 2 (21" wardrobe case and 21" suitcase), 45.00 (*49-1) Luggage, on the Tenth Floor LORD & TAYLOR, Wisconsin 7-3300



















Tailetries, on the Street Floor



Or this magnificent inkwell in glittering crystal, with a top of sterling silver, 35,00 (*17-1), From our oneof-a-kind collection of British silver, Stationery, on the Street Floor

A hand that holds a rose, and turns out to be soup! When the soup is gone, she has a puffy little cerise pincushion. 1.50 (*18-11). Toiletries, Street Floor, or order it by 'phone,

An enchanting little toost-rock to hold her note paper (below). Delicately mode of silver plate, 10.00 (*17-2)

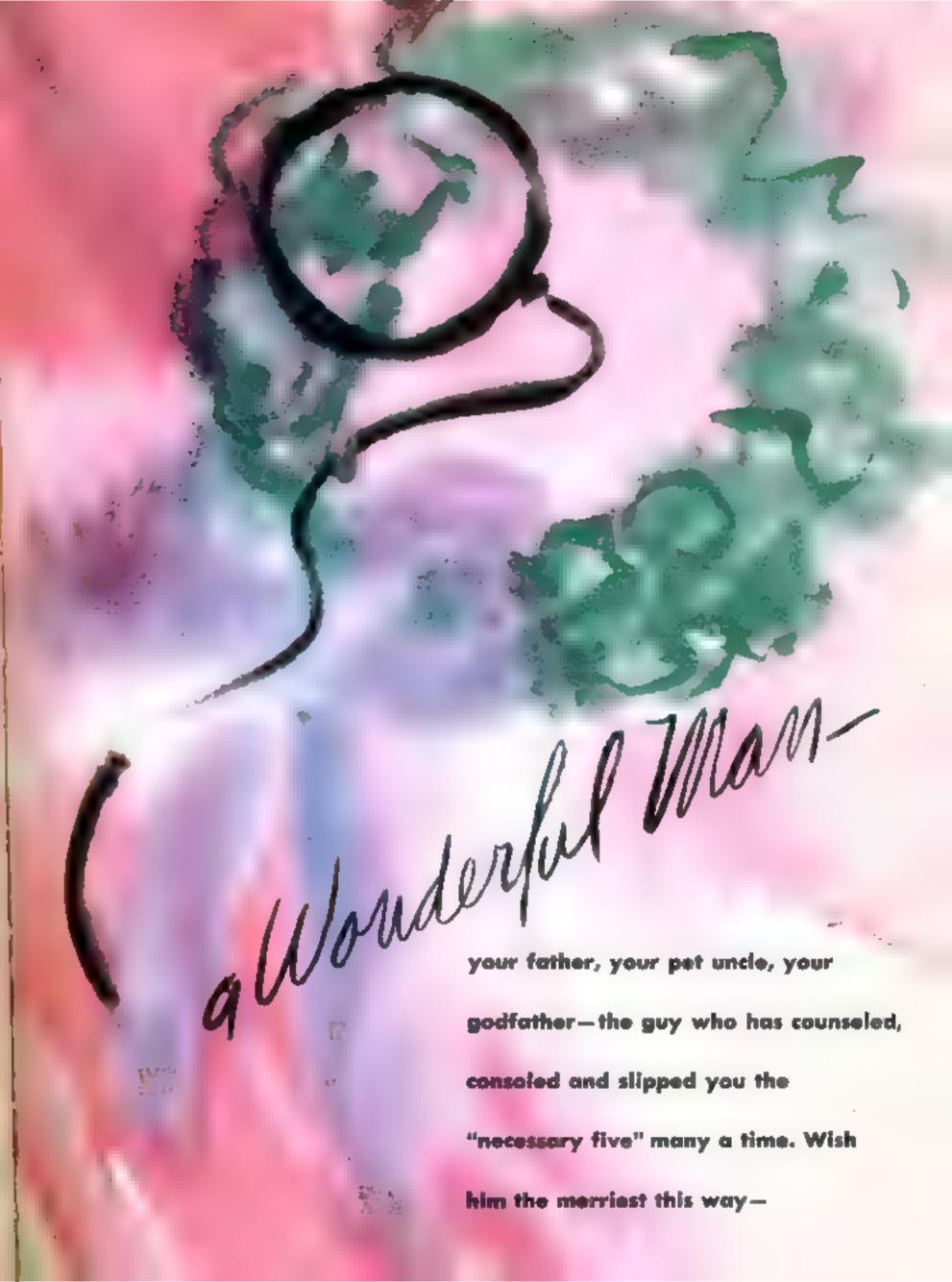
From the British collection Stationery Department, Street Floor







Second, but merely for gallantry's sake...













(OPPOSITÉ PAGE), lots of good white shirts—no man would ever say he had too many. This one in choice; fine 2 ply brandcloth, class-waven, long-wearing. With colfor attached and French cuffs, Sizes (4-17, Sleeves, 32-36, Each, 3.50, or get him 3 for 10.00 (*20-6)

green or wine with two-tone clocks.

LORD & TAYLOR, Wisconsin 7-3300

Sizes 10-12, 1.00 m poir (*20-5)

From the Men's Floor





white, with plastic fixings, 50c (*27-4).



belts - you can get around him nicely with either of these handsome ones. Left, bronze-buckled real alligator, 5.00 (*27-5). Right, black sealskin, 2.50 (*27-6). And the sterling silver buckle, monogrommed, is 3.75 State initials (*27.6a) From the Men's Floor, or 'phone for them. LORD & TAYLOR, Wisconsin 7-3300









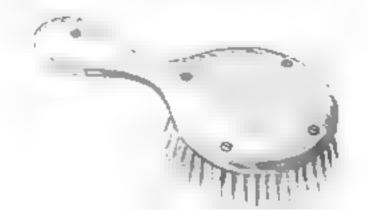
For the mon who's partial to progressive methods

— Schick's "Colone!" electric razor in a plastic
case. Wait till the day he shaves while he reads
a book! 15.00 'Phone for 218-16.

For the man who safeties **II** — a Rolls razor. That strop-in-the-box device guarantees smooth shoving. English Sheffield steel, 12,50 (*18-17)

Another kind of hoir brush if he's difficult to please! It has strong and springy white bristles, with a satinwood back. 3.95 (*18-19).

All from the Tailetries Department, Street Floor LORD & TAYLOR, Wisconsin 7-3300













a dueling pistol to light his cigarette.

Copy of an antique piece, and a pretty
fine trophy for any man. 5.00 (*20-10)

From the Men's Floor

perfume in a pipel The scent is

Schioparelli's nice masculine Snuff with

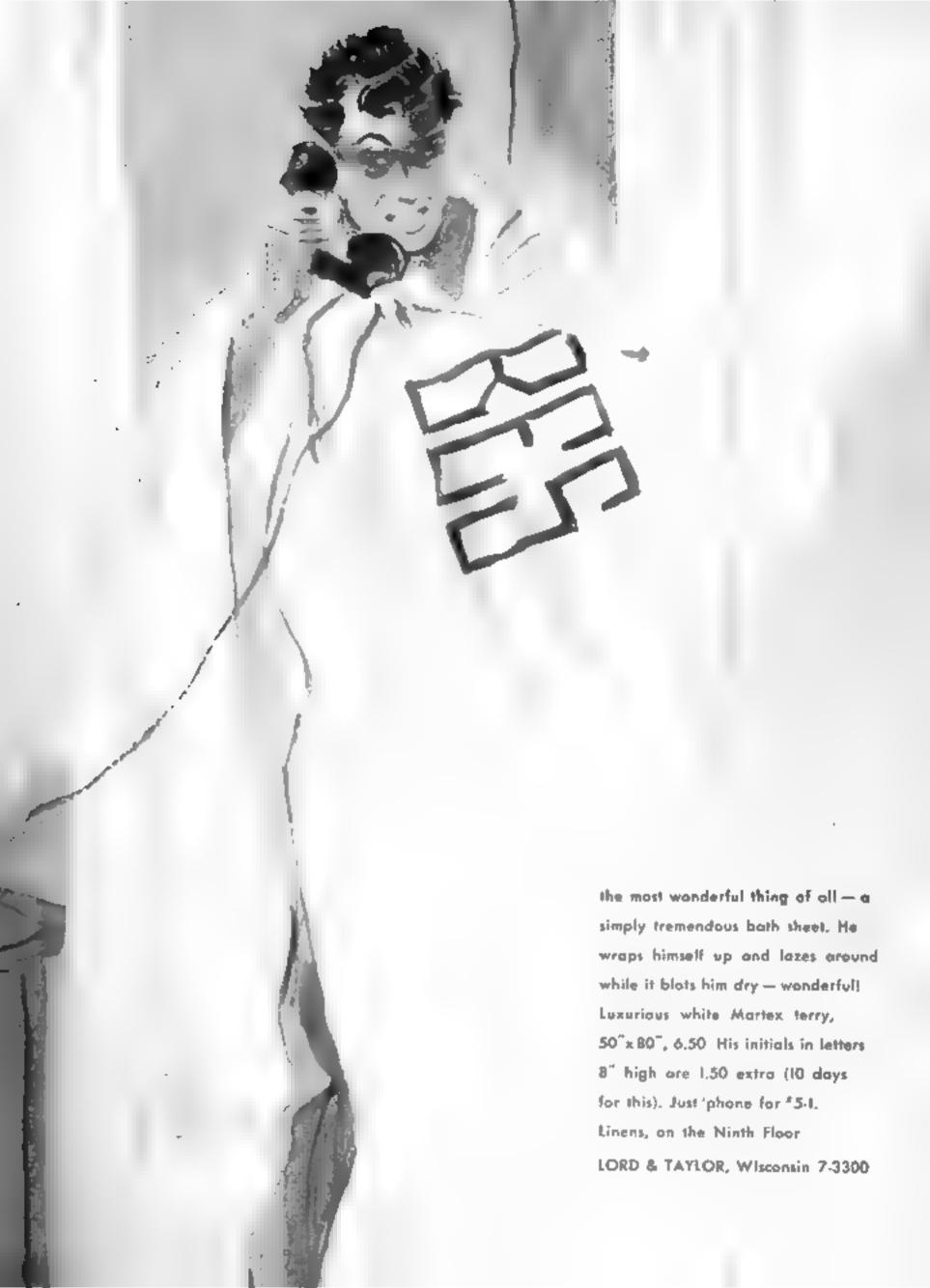
m mass base; the pipe is glass. Good

present for that guy who never-bats-aneye. 12.50 Just 'phone for "18-20,

Tailetries, on the Street Floor



the longest highball he ever had —
in our marvelous glass that holds 22
ounces. We'll put his full name on
it too, all for 1.00 opiece. Order one
as a dozen by 'phoning for \$42.4.
Or find it on the Ninth Floor
LORD & TAYLOR, Wisconsin 7-3300



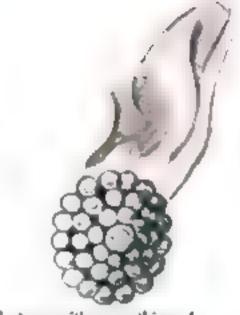
There's sure to be at least...





that she'll wear at night.

Wings of shining black
enamel, and one big fake
amethyst. 12.50 (*16.9)



that go with everything she wears. Classic favorites—cultured pearls, in a delicate cluster design. 15.00 (*16-10)

that are talk-provoking. Gleaming gold hearts (below), arrowed with rubies. They seem to pierce her ears, 75,00 (*16-12)



Glitter
and
Baubles —



that are different. One cabachan crystal on a sweep of gilt that drops below her ear, 4,95 (*16-13)

AND for a very special gift, why
not find six or eight pairs in
our collection, and give her an
earring wardrabe? 1.00 to 100.00
Jewelry, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300



nings. Ribbons in two
tones of gold plate with
bandings of sporkly
chinestones. 10.00 (*16-11)









To make her even lovelier!

A big flat golden bow for a compact.

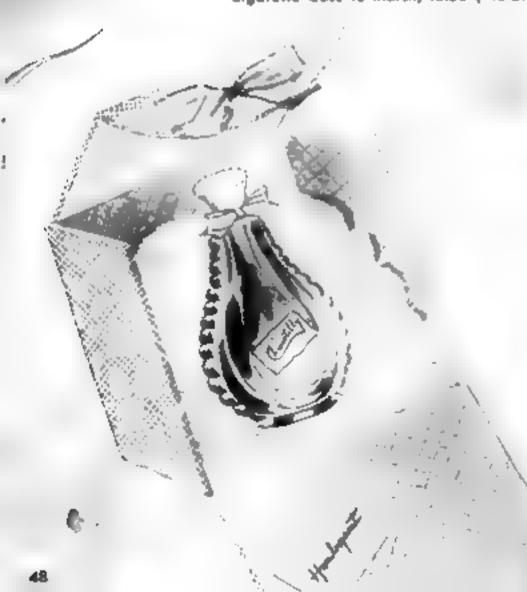
Marvelous — whatever type she is,
whatever tastes she has, 15.00 (*18-21)

Cigarette Case to match, 12.50 (*18-21a)



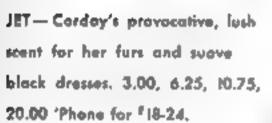
AMBER — Charbert's wonderful scent — smouldering, worldly, perfect for a fascinating woman, 1.50, 3.00, 5.50, 10.00, 18.00, 34.00 'Phone for *18-22,

CHANTILLY — Houbigant's newest, done up in lacy frills, so you know it's for a frothy, spicy female. 6.50, 10.00, 16.50 (*18-23). Toiletries, Street Floor LORD & TAYLOR, Wisconsin 7-3300





LE DANDY — D'Orsay's distinguished scent, a perennial favorite. If she likes town taillaurs, black lace evening dresses, this is the one for her. 2.25, 5.50, 11,00, 16.50, 27.50 (*18-25)





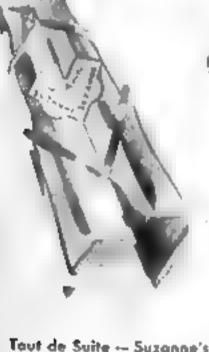
ALL DAY OF THE PARTY OF THE PAR



MAIS OUI — Bourjois' sporkling perfume for a variable, quicksilver girl; she might say yes with this! 1,50, 3.00, 5.50, 10.00 (*18-27)

And BLUE GRASS — Arden's sweet and fresh one with a wanderful tang. If she's vital and forthright as all outdoors, this is her dish of tea. 6.00, 12.00, 20.00, 32.50 (*18-28)

All these, and practically any other you can think of, in the Tailetries Department, Street Floor LORD & TAYLOR, Wisconsin 7-3300



Tout de Suite - Suzanne's gay, naughty
seent for the girl who's bright and
wilty - a touch temperamental. 3.00,
5.00, 7.50, 15.00, 25.00 (*18-26)







Give her

a private

life -

give her something dramatic and wonderful for evenings at home; these sheer wool pojamos with a deep-fine bodice and swirl-pleats all around the full trousers.

Bright jade pojamos with a beige bolero; blue stone pojamos with magenta, or amethyst with chartreuse, 12-16, 59.50 (*23-3)

Then give her Joyce's sandals—
suede in black or red, bound and
criss-crossed 'round her foot, with
a gleam of nailheads on the sale.

B.95 (*41-4). Both, on the Fourth
Floor, or order by 'phone.

LORD # TAYLOR, Wisconsin 7-3300





We're sure

on evening bag — and "Band Box" is so cute; a tiny hat box in black, red or green rayon satin, gold kid trimmed; or a variety of rayon brocodes. 3.95 (*9.5). Exclusive, Handbags, Street Floor

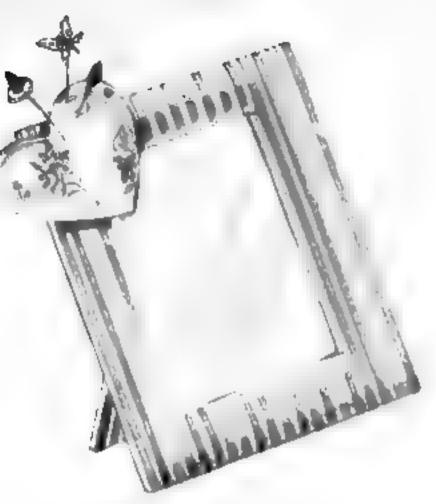


wotch — and this lapel watch has
top of fake pearls and turquoise or
deep blue enamel, and golden tassels.

23.50 (*16-18). Jewelry, Street Floor
raincoot—and this shiny block cape
is so glamourous, besides. Rayon satin,
also in white or wine. 12-20, 10.95
(*28-2). Raincoats, Third Floor
LORD & TAYLOR, Wisconsin 7-3300







with an enchanting mirror for her dressing table, in the same "Water Color Stripes", with a fat pincushion heart in nosegays. 7.50 Just phone for *7-1. Badroom Shap, Eighth Floor



She'll be SO surprised —



with the makings for perfect closets and drawers. In "Water Color Stripes" in Celanese* Clairanese* rayon taffeta, or a sweet noseguy pattern.

Dress hangers, 2 for 1.50 (*14-2)

Handkerchief box, 1.50 (*14-3)

Hat box (clear-sided), 2.95 (*14-4)

Stocking box, 1.50 (*14-5)

Order them by phone or find them in the Closet Shop, on the Street Floor

LORD & TAYLOR, Wisconsin 7-3300

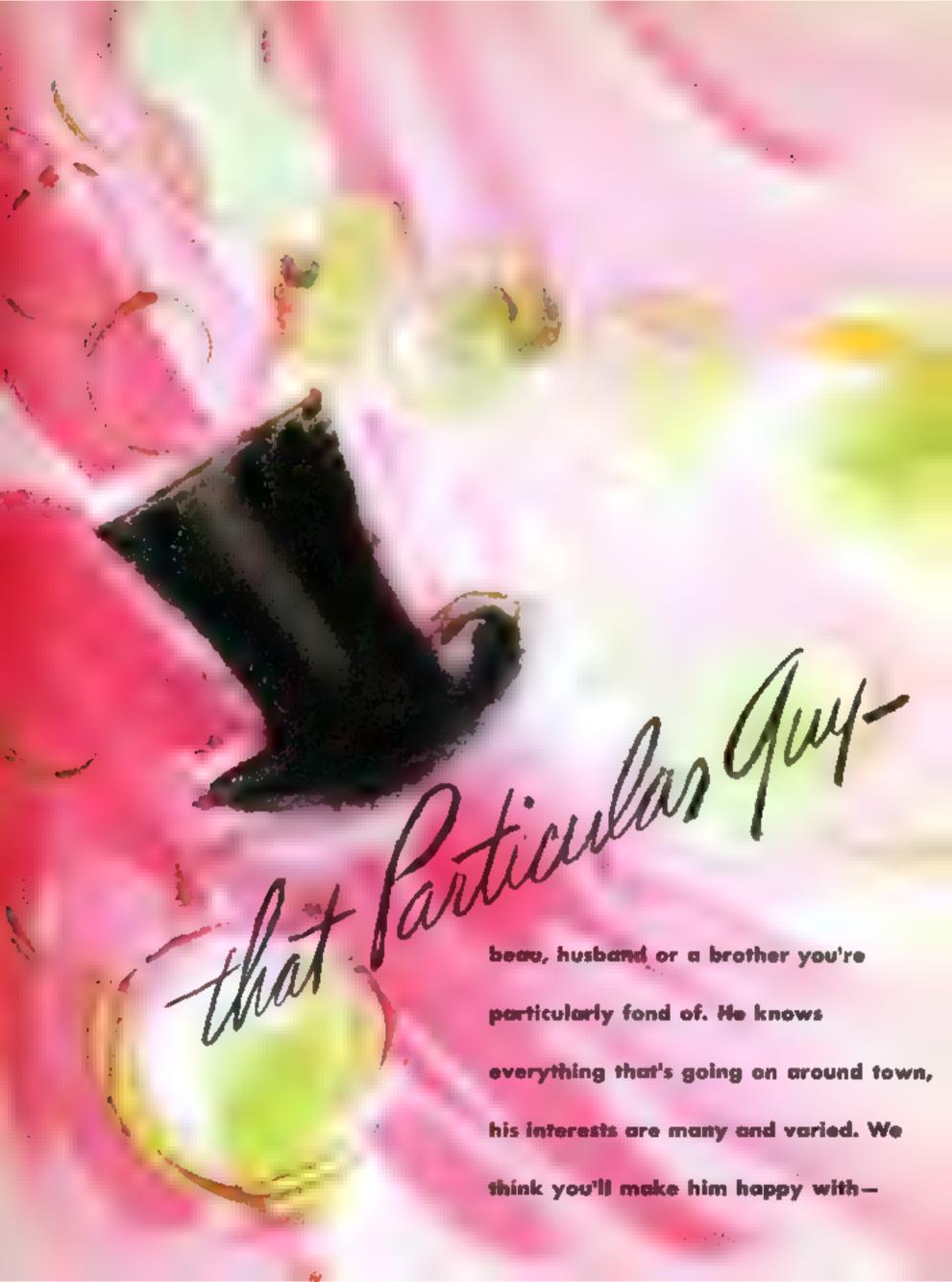
*Reg. U. S. Pat. Off.







and of course there's probably...



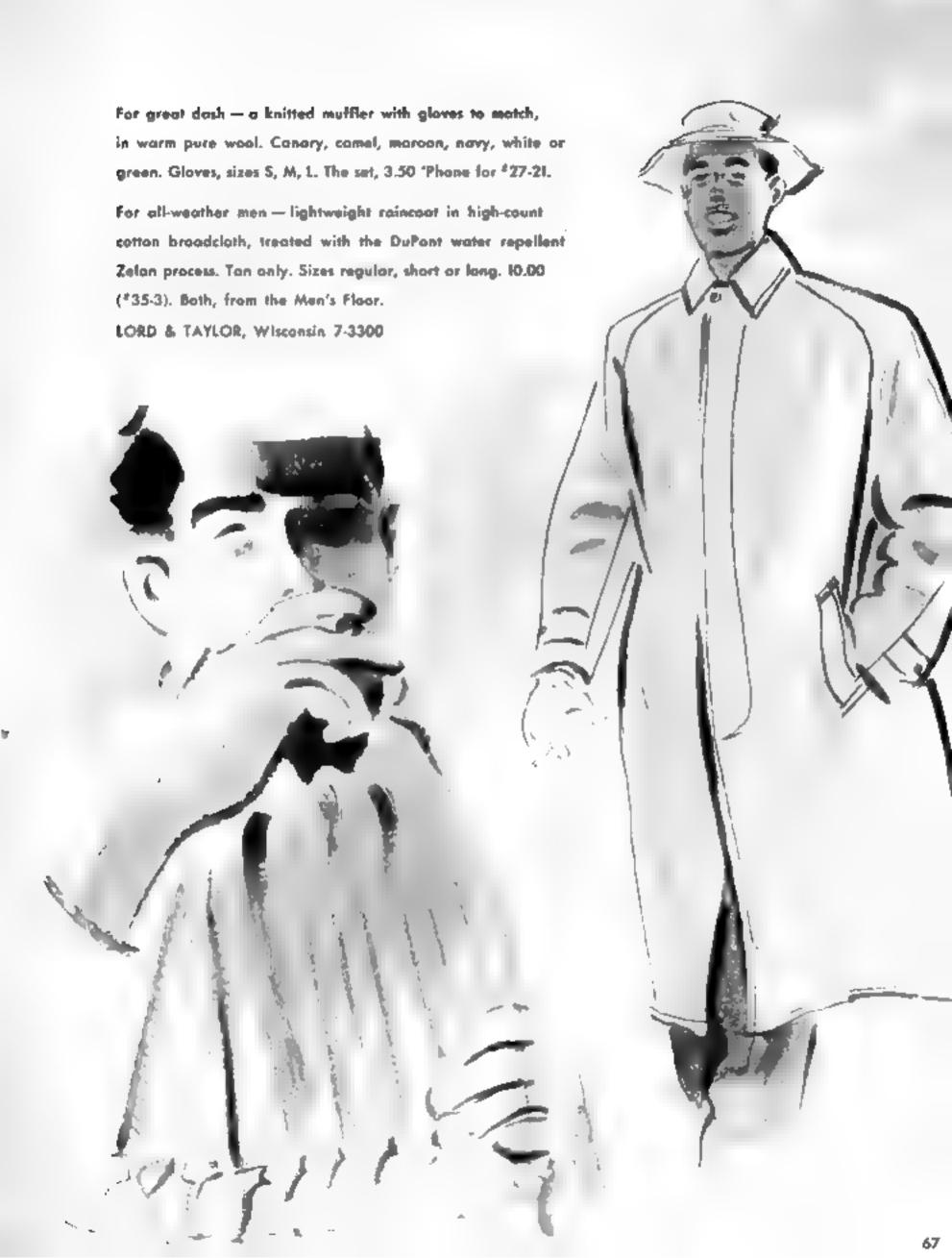








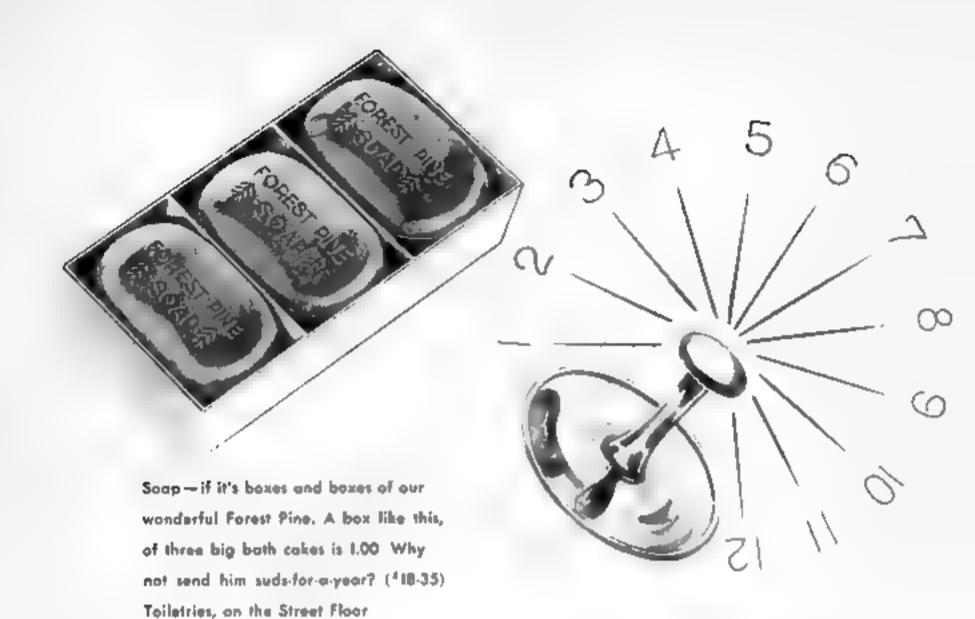














Caller buttons! What man ever had enough? Good tactics, we think, to buy a dozen (25c each, gold-plated), put them in the stud box on page 38, and stuff it in his stacking. The only time he'll 25 on his knees in '42 will be to thank you. (*27-19). The Men's Floor

How about a Stowaway Bog?—eminently practical carryalt in convas and
leather. It holds such bulk as his golf
shoes or ski equipment; tucks into its flat
envelope between times. 7.95 It's
easily ordered by telephone. (*17-8)
Leather Goods, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300







His

Ivory Tower

All-aut aid for his art of the salad: he tosses them up in a dark-and-light wood bowl, with implements marked to match. Set with managrams, 4.00 'Phone for '42-5' Decorative Accessories, on the Minth Floor

Then he sprinkles and blends with the herbs at the right. The set, 3.00 (*14.9)
Mations, on the Street Floor



AMA

Appeal to the masculine mind ~ his initials or name in red or royal blue on white man-sized paper nap-kins. 100 for 1.50 (*14-10)

On matches, 50 for 2.00, 100 for 3.50 (*14-11)

Nations, on the Street Floor

(OPPOSITE PAGE) And there he is, taking his ease in a handsome wool robe in herringbone pattern (just like his pet suit). Blue, maroon or tan.

Sizes: small, medium or large, 16.50 (*27-20). Take the express elevators to the Men's Floor

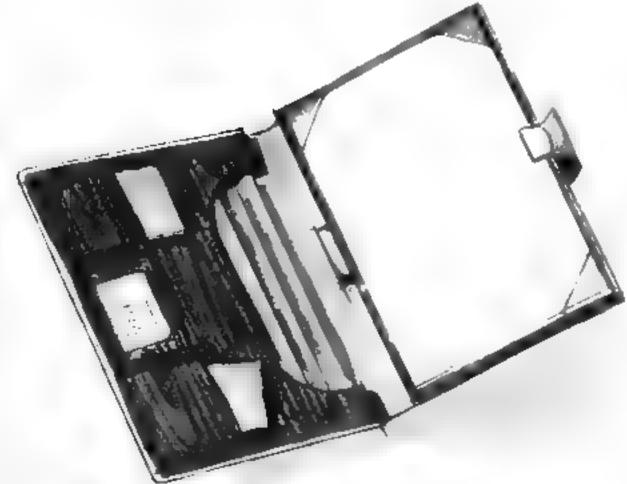
That leather-topped cocktail table at his side is an adaption in mahage ony of a Chinese antique. (20"x20", 17" high) 35.00 (*47-3)

Furniture, on the Seventh Floor

LORD & TAYLOR, Wisconsin 7-3300







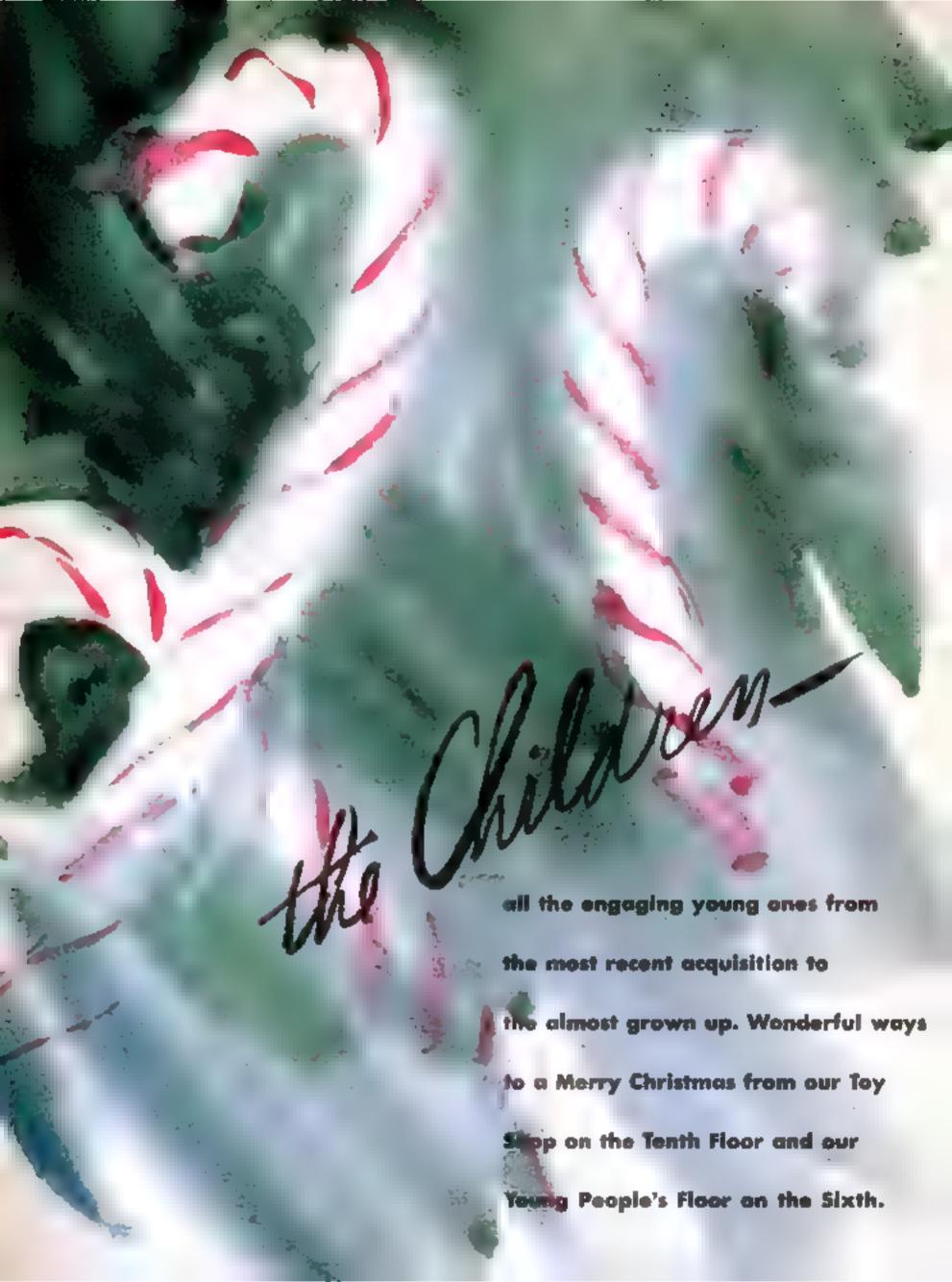
hoppier than a game kit. In the M"high case there's a flexible "board" for backgammon and checkers. Dice, Cotalin cups and checkers in a saddle leather case, 5.95 (*17-13). In pigskin, 6.95 'Phone for *17-13a. or how about this saddle leather writing case with space for answered and unanswered mail, a calendar, and address and memo books. 7.95 (*17-14)

Both, Stationery, Street Floor

LORD & TAYLOR, Wis. 7-3300



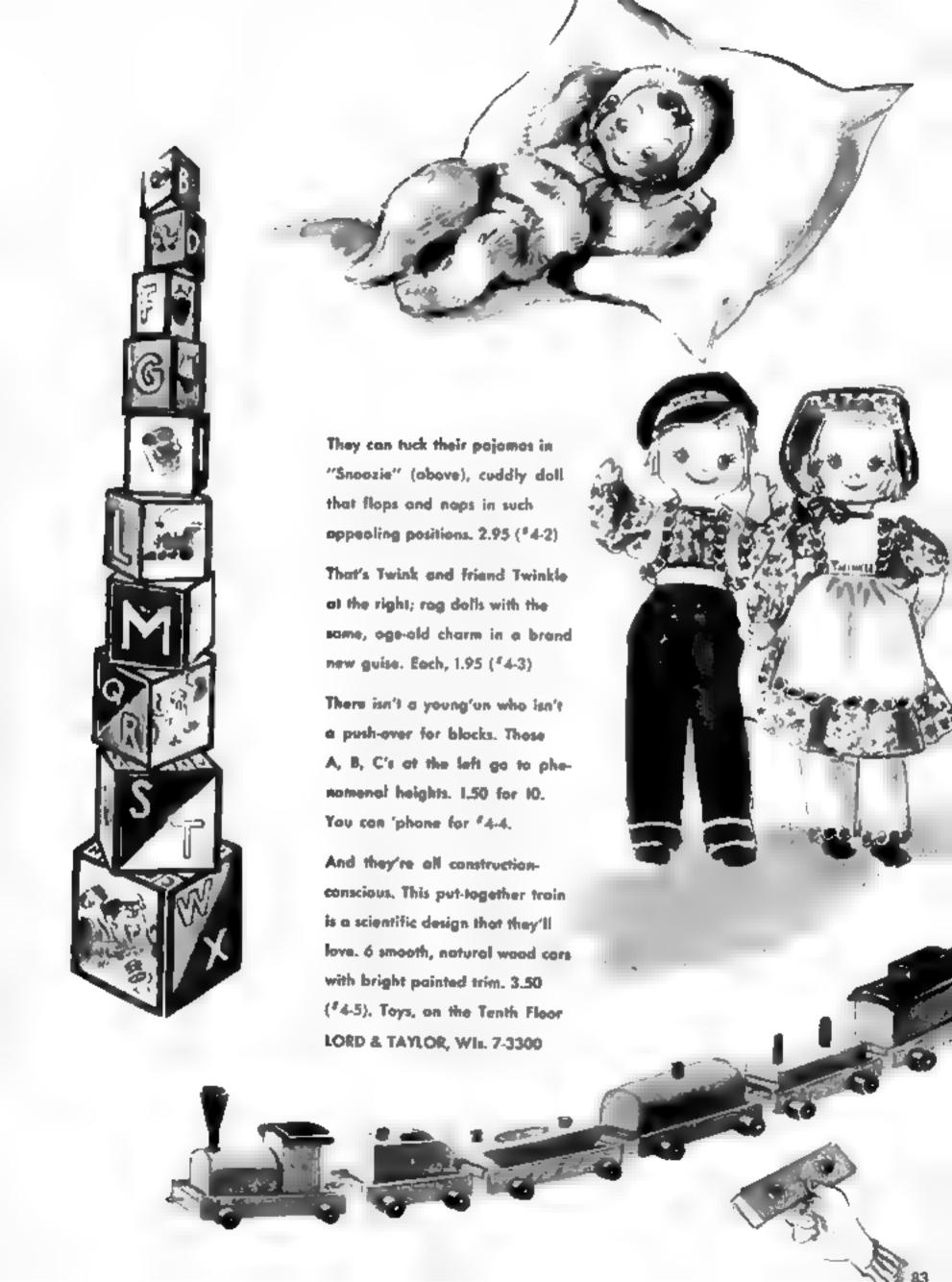
Never the least-but the littlest...













like to explore in a "Polor Cloth" anow suit lined with virgin wool. Talan-closed, with a matching toque. Narway Slue, green or gray, piped in red. Sizes 2, 4, 6, 10,95 (*32-4) *Reg. applied for.

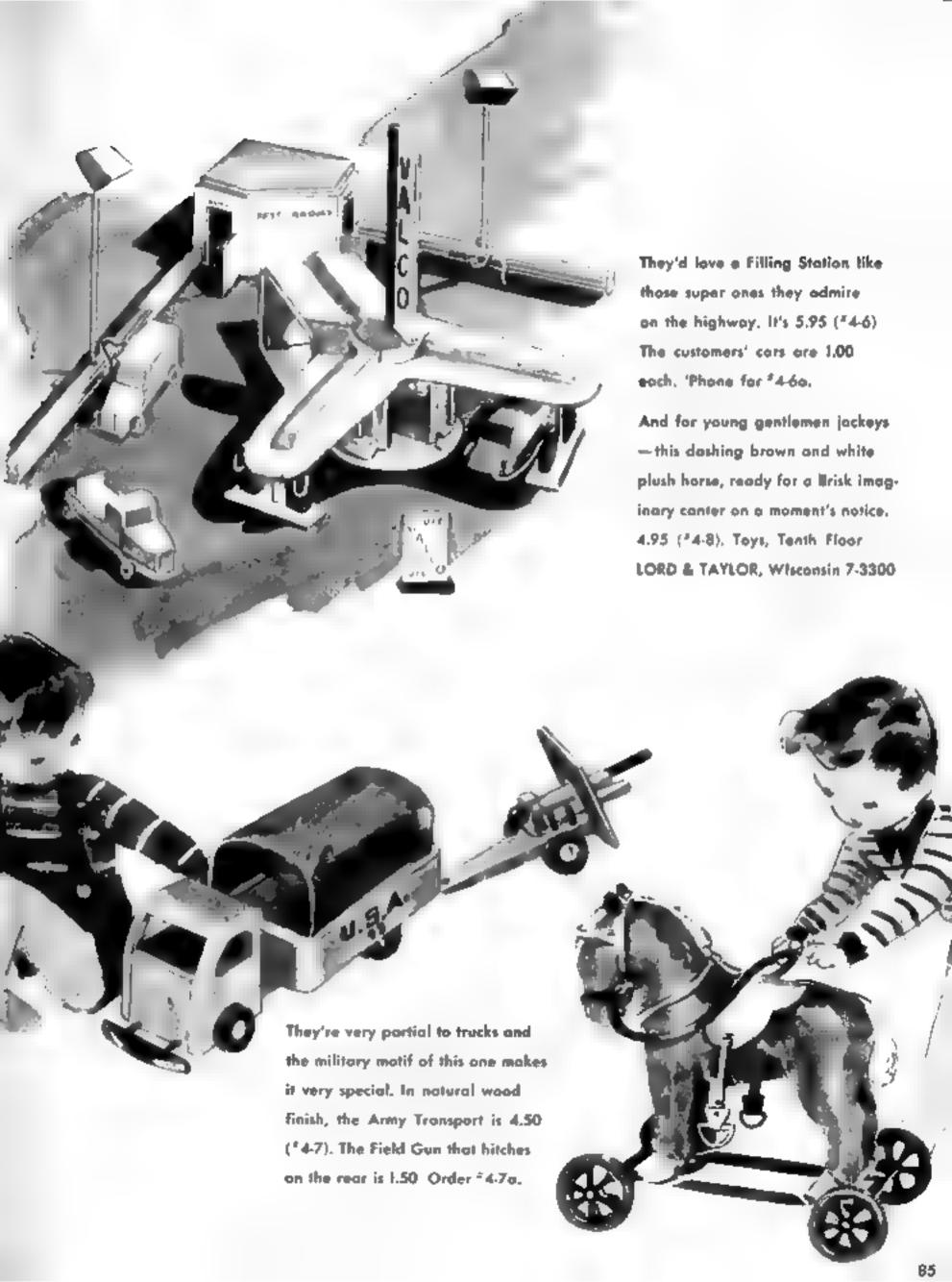
find echoing Dad a delightful notion, in a pure wool flannel robe, with a natty 3-letter managram (at no extra cost). In wine, royal or copen blue. 2, 4, 6, 5.95 'Phone for *32-5.



look exceptionally smart in sweaters — like these jacquard-knit ones in pure Batany wool. Red with blue, green with red or natural with brown.

Sizes 2, 4, 6. Pullover, 3.95 (*32-6). Cardigan, 4.95 (*32-6a). 'Phone or find them on the Young People's Floor, the Sixth

LORD & TAYLOR, Wisconsin 7-3300





She wears a little maize, white or pink snow suit, rides on her very own sled. And she's really a darling 20" dall. Dall and sled, 4.95 Order *4-9 by phone.



This one's a lovely soft "Squeezee" doll; she cries when you touch either leg, as well as having the usual voice in her tummy. 3.95 (*4-10). Her pink or blue wicker carriage is 3.95 (*4-11)

And the most fun of all for a little girl is a kitchen all her own. She can mix and make to her heart's content; it has all the utensils and gadgets she could hanker for. 201/6" high, 2.95 'Phone for *4-12.

Toy Department, on the Tenth Floor

LORD & TAYLOR, Wisconsin 7-3300









Women,

7 to 14-

lave to lounge in bed like grownups do, in a cozy quilted jacket. Pink or blue spun rayon challis, sprinkled with pasies. Sizes 7 to 14, 2.95 'Phone for *58-1.



are very partial to peasant-y embraidery; especially on a red or white pure wool sweater and a matching bonnet. Sizes 8 to 16. Set, 6.95 Phone or write for \$58-2.

and oh! how they love to dress up. This little capelet and matching muff are perfect on a plain coat; and they're Tingana lamb — very smart and new this season. Cape, 12.95 Muff, 9.95 Order *58-3 for your pet little girl. On the Young People's Floor, the Sixth LORD & TAYLOR, Wisconsin 7-3300



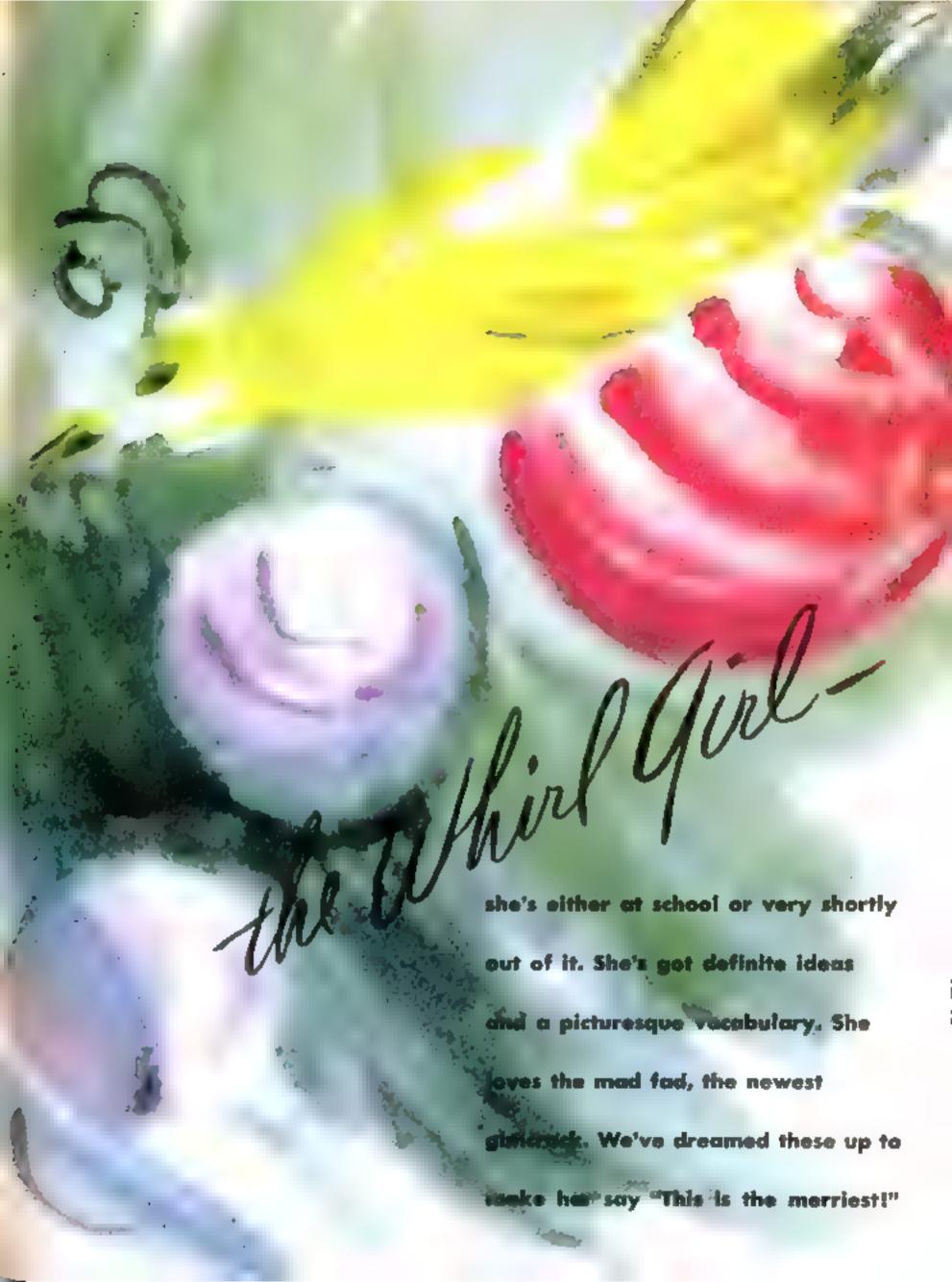








You haven't lived if you don't know...











Come-hither stuff for special weekends—that wanderful Tabu perfume that clings and clings, 2.50, 6.50, 16.50 'Phone for *18-36 Tailetries, on the Street Floor

So she can keep that beguiling pigtail look on gold evenings—barrettes of shimmery golden flowers, Pair, 3.00 (*8.4)
Trimmings, on the Street Floor

Socks-under-construction, eigarettes and such go into this handsame tan fabric and leather feedbag.

It's apt to be around compus on her bike's handlebars. 3.95 (*14-12)

Notions, on the Street Floor

LORD & TAYLOR, Wisconsin 7-3300





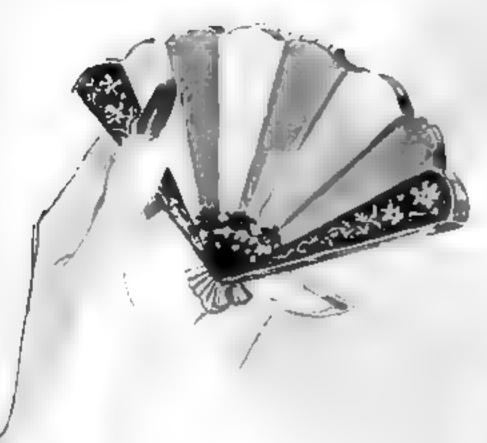












"WHAT a whirl!-"

and what a divine compact; a little
for in gold plate with a banding of
cerise or blue enamel. 4.95 'Phone
for *16-23. Jewelry, on the Street Floor
and this little lamb coat goes everywhere a whirl girl goes. It's curly and
white, with sparkly buttons, and a
liny pill box goes with it, 125.00 (*31-2)
For Salon, on the Third Floor

(OPPOSITE PAGE) For waltzing and whirling — a wanderful dress, It's drifting rayon talle with appliques of lash rayon velvet. White, blue or pink, Sizes 9 to 15, 29.95 (*33-1)

Young New Yorker Shop, Fifth Floor LORD & TAYLOR, Wisconsin 7-3300

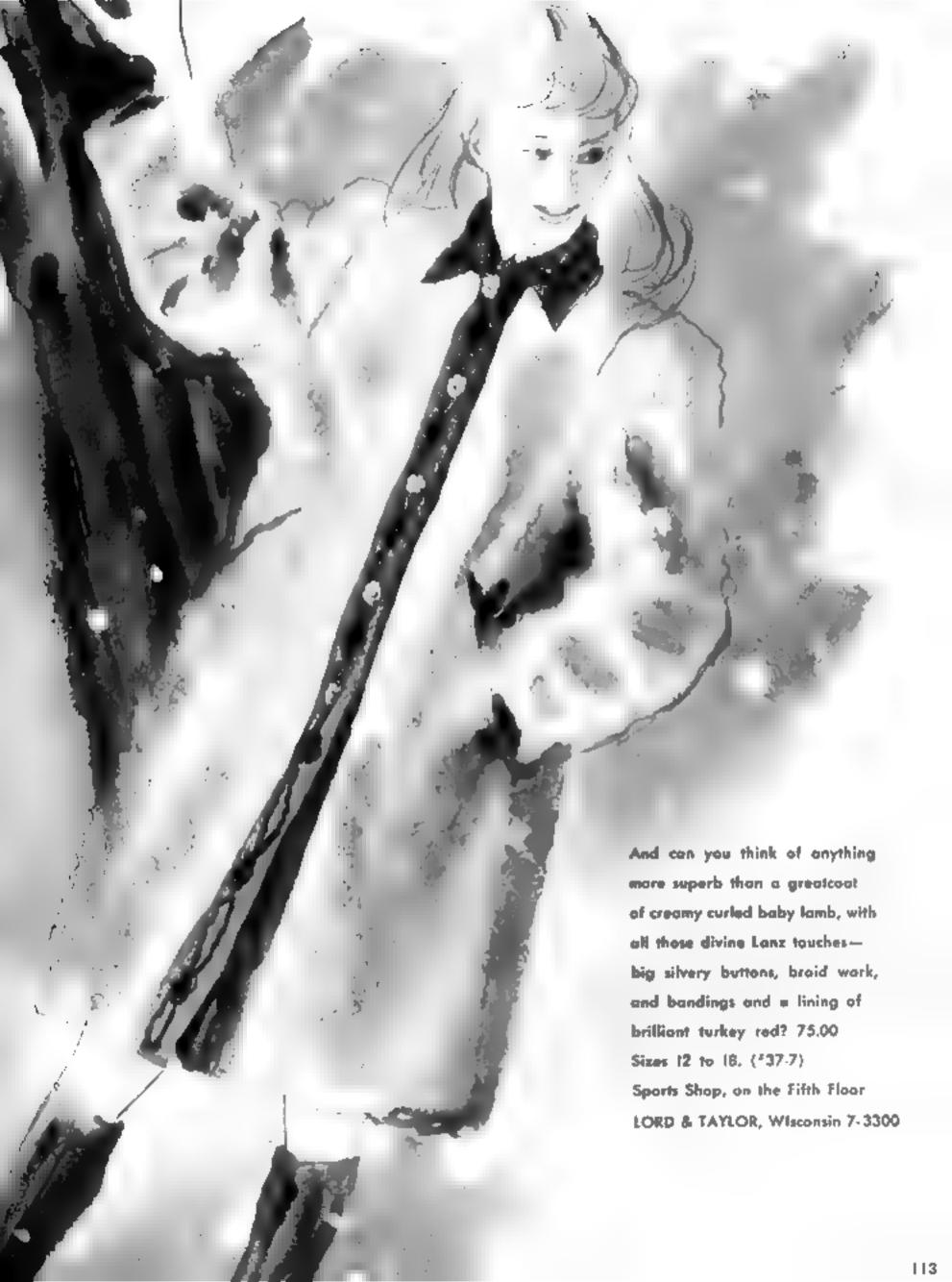












And then there is the ...









"Little things

that count"-

n telephone stand — so convenient, hanging on the wall. In mahagany. 14"x11%". 20%" high, with a shelf large enough for the Manhattan directory. 15.00 'Phone for 447-5. Furniture, on the Seventh Floor



or m good looking ice bucket. This

one in gleaming silver plate with
gadroon bordering and a vacuum
lining in 14,00 (*42-13)

Decorative Accessories, Ninth Floor
LORD & TAYLOR, Wisconsin 7-3300

a breakfast tray set — delectable
luxury — our "Lovebirds" for two.
With a pair of tiny birds in beautifully worked Beauvais embroidery,
on a band of mousseline de saie.
Pute linen, in white, pale bive or
pink. The tray cloth with two
napkins, 7.50 'Phone for "5.4.
Linens, on the Ninth Floor











a handsome large tray in papier maché. This one is early 19th century English and is 65.00 (*61-2). There are others—all one-of-a-kind, from 45.00 to 95.00 Decorator's Shop, Seventh Floor

An antique faience jug like this charming one that Pahlmann picked up in Portugal. There are five others, all one-of-a-kind, each priced at 55.00 (*61-3)

Decorator's Shop, on the Seventh Floor

A pair of lustres — like that ruby and crystal-color one at the right, one of a pair at 65.00 (*42-16). Decorative Accessories, Ninth Floor — or 'phone. LORD & TAYLOR, Wisconsin 7-3300.





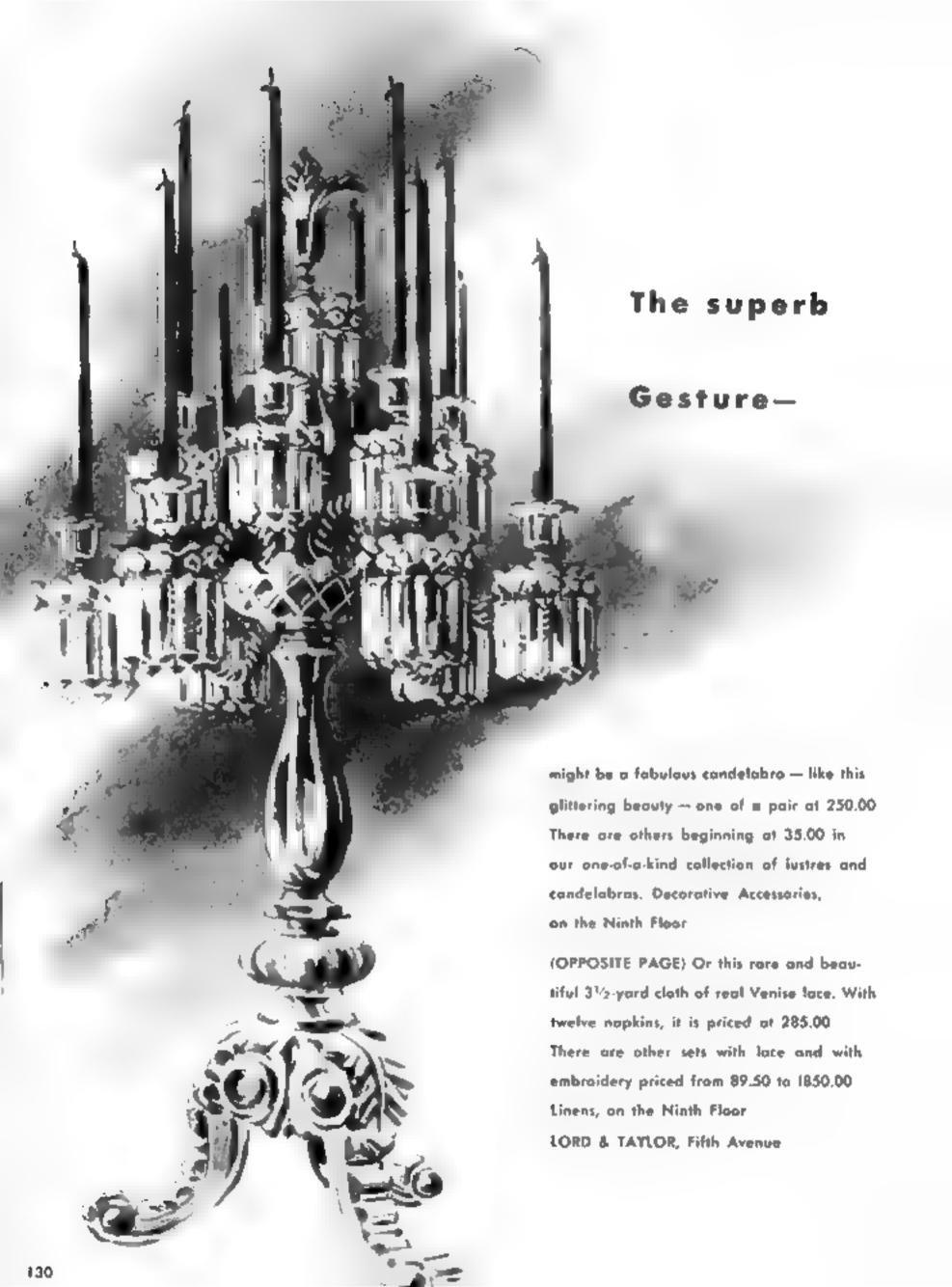








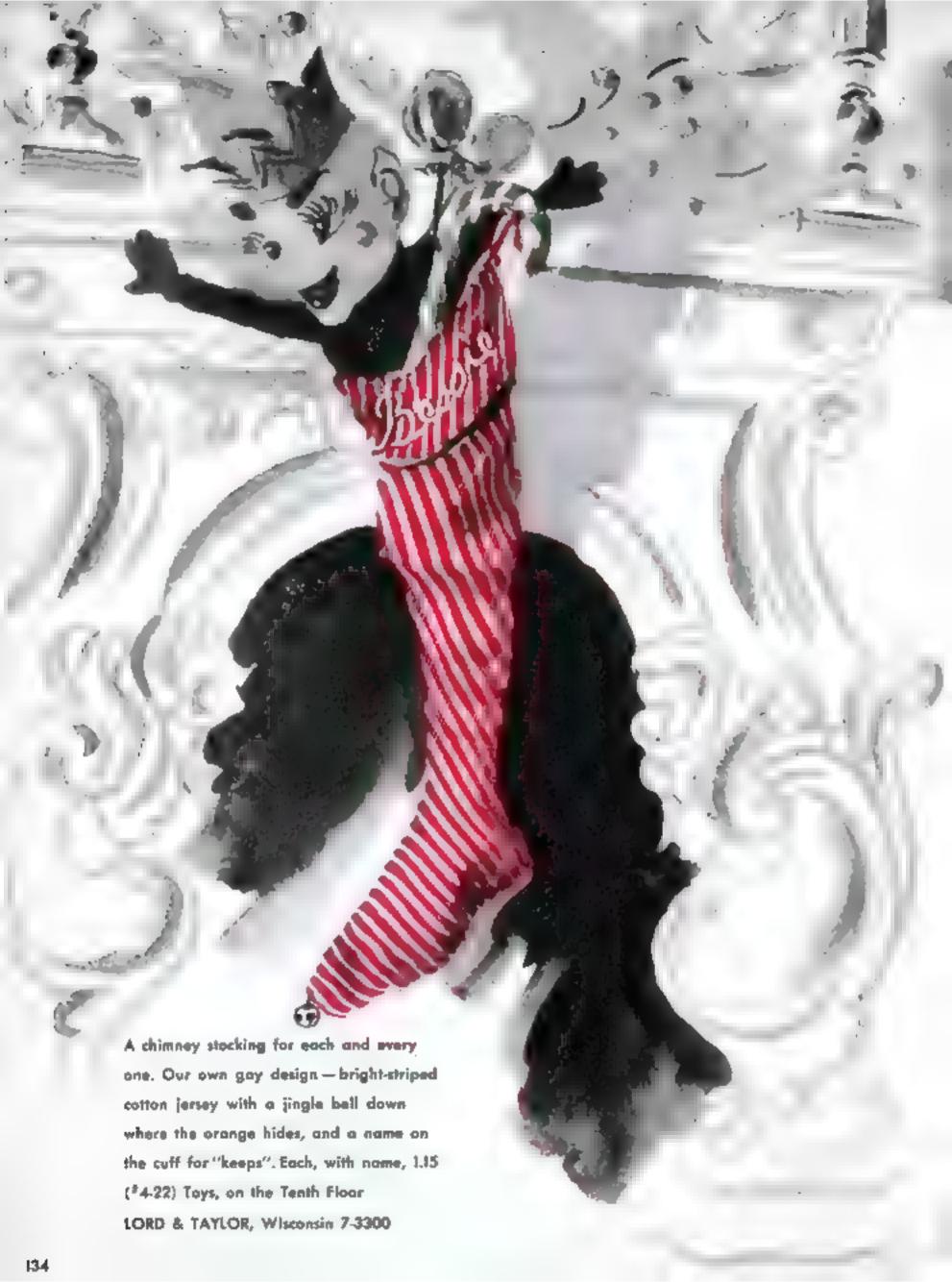






There are lots of folk that
you want to remember with...







Family Foam and Frolic



"Mr. Decay" for him — jumbo
scopy duck nested on a brush,
just for a dividend. Our own
exclusive design, 1.50 (*18:42)

"Strawberries and Cream" for her — ripe, oversize berries; four cakes in a chintz covered box she'll be able to use later. Ours exclusively, 1.95 'Phone or write for *18-43.

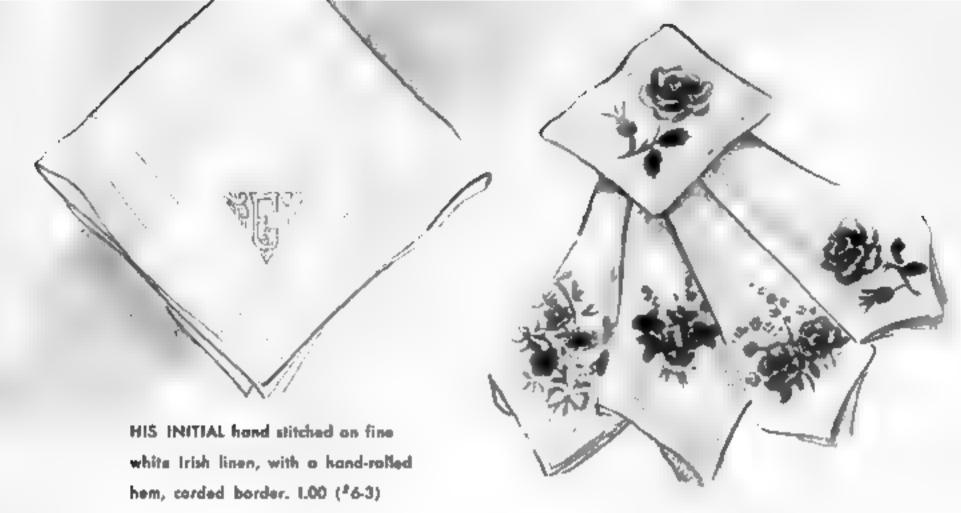
"Animal Friends Afloat" for the small ones.

The sail boat is left for future fun-in-the-tub, when the pets are only suds. 1.00 (*18-44)

Exclusive — Toiletries, on the Street Floor

LORD # TAYLOR, Wisconsin 7-3300





FOUR FLOWERS in petit point on white linen and cotton, with a sweet sochet matched to one. Four hand-kerchiefs with sochet, 2,95 (*6-4)

ROSE III BLOOM (top) printed on white lines and cotton banded in blue, wine, green or brown, 50c (*6-5)

HER INITIAL (directly above) handembroidered in white, pink or blue, on white pure linen, 65c (*6-6) LACY RUFFLE on a center of very fine white linen, 1.95 (*6.7)

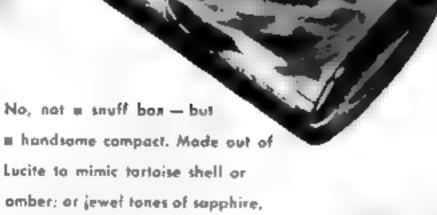
AND when you give a bog or pair of gloves, why not tuck in a handkerchief? They can so easily be ordered by telephonal Handkerchiefs, on the Street Floor LORD & TAYLOR, Wisconsin 7-3300



Not a whiskbroom, really — it's a very handy compact; its jacket bristle-edged to banish wisps and bits of fluff. Compact in black, red, white enamel or gold or silver finish. 1,50 Order *18-45 by 'phone.

Things are seldom

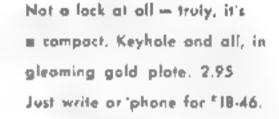
what they seem



You can phone for 18-48,

ruby or crystal, 1.50

Not real roulette -- but our exclusive spin-and-win compact. "He Loves Me" with a goy daisy face atop a fat golden ball. 1.50 (*18.49)





Not a watch — it's a masquerading compact; charming conceit in shining gold finish.

1.00 'Phone for *18-47.

Tailetries, on the Street Floor
LORD & TAYLOR, WIs. 7-3300





Frivality for saul satisfying toe-wriggling. You can have every female of your acquaintance pudding cazily about, for less than 3.00 perl And they're so

BIG POM, 1.95 (top). In bright green, scarlet, white or rayal blue. (*15-4)

LITTLE POMS, 2.95 (center). In bright green, royal blue or novy. (*15-5)

MOPASIN, 1.25 (bottom). Our celebrated toe-cazy in red with navy blue, tan with brown at red with green, (*15-6).

Socks, on the Street Floor LORD & TAYLOR, Wisconsin 7-3300



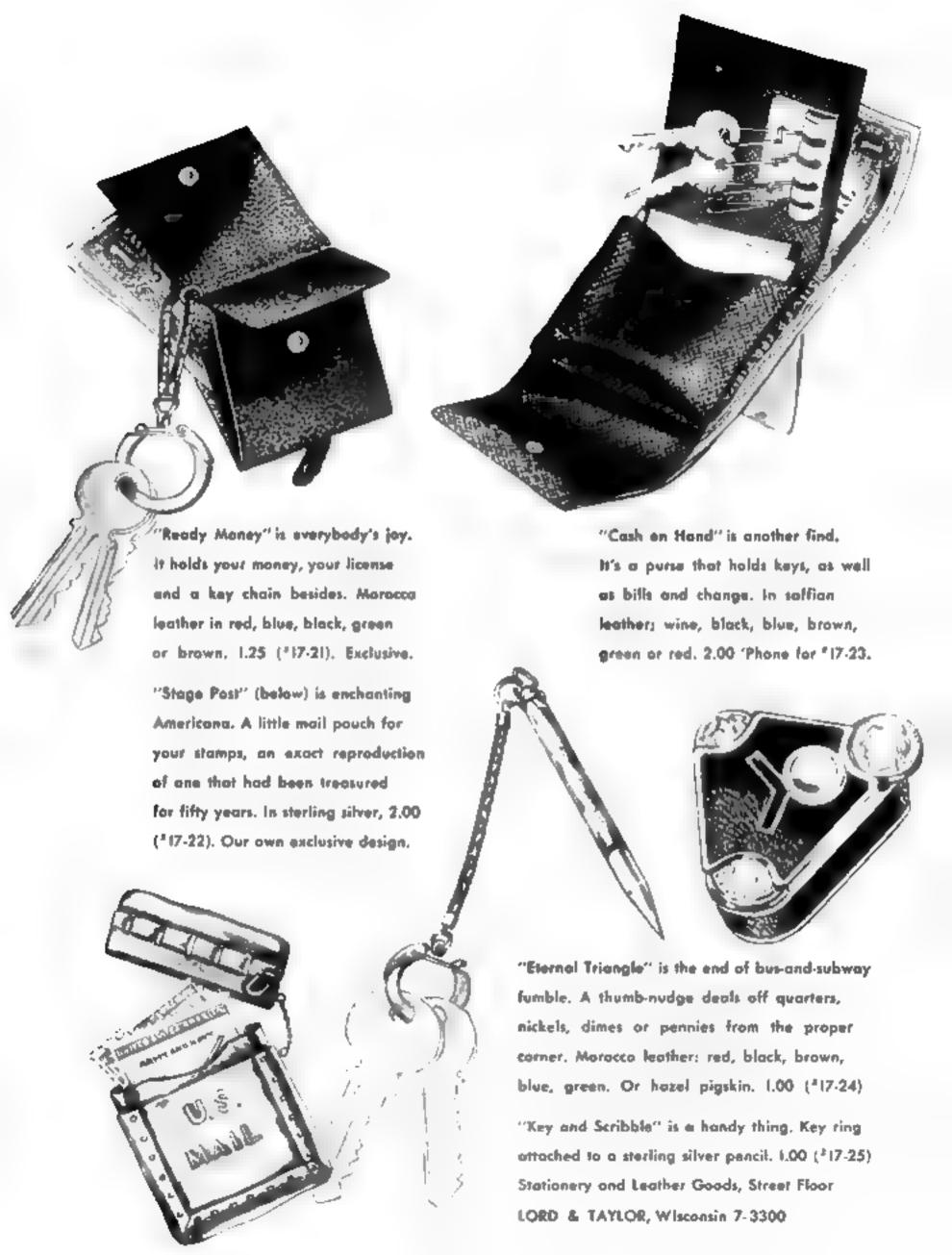
"Traffic Cop" is a natural for obsentminded motorists. It holds license, registration, your cash and cards too. Calfskin in wine, navy, brown, black or red. 2.25 'Phone for 17-17. Our exclusive.

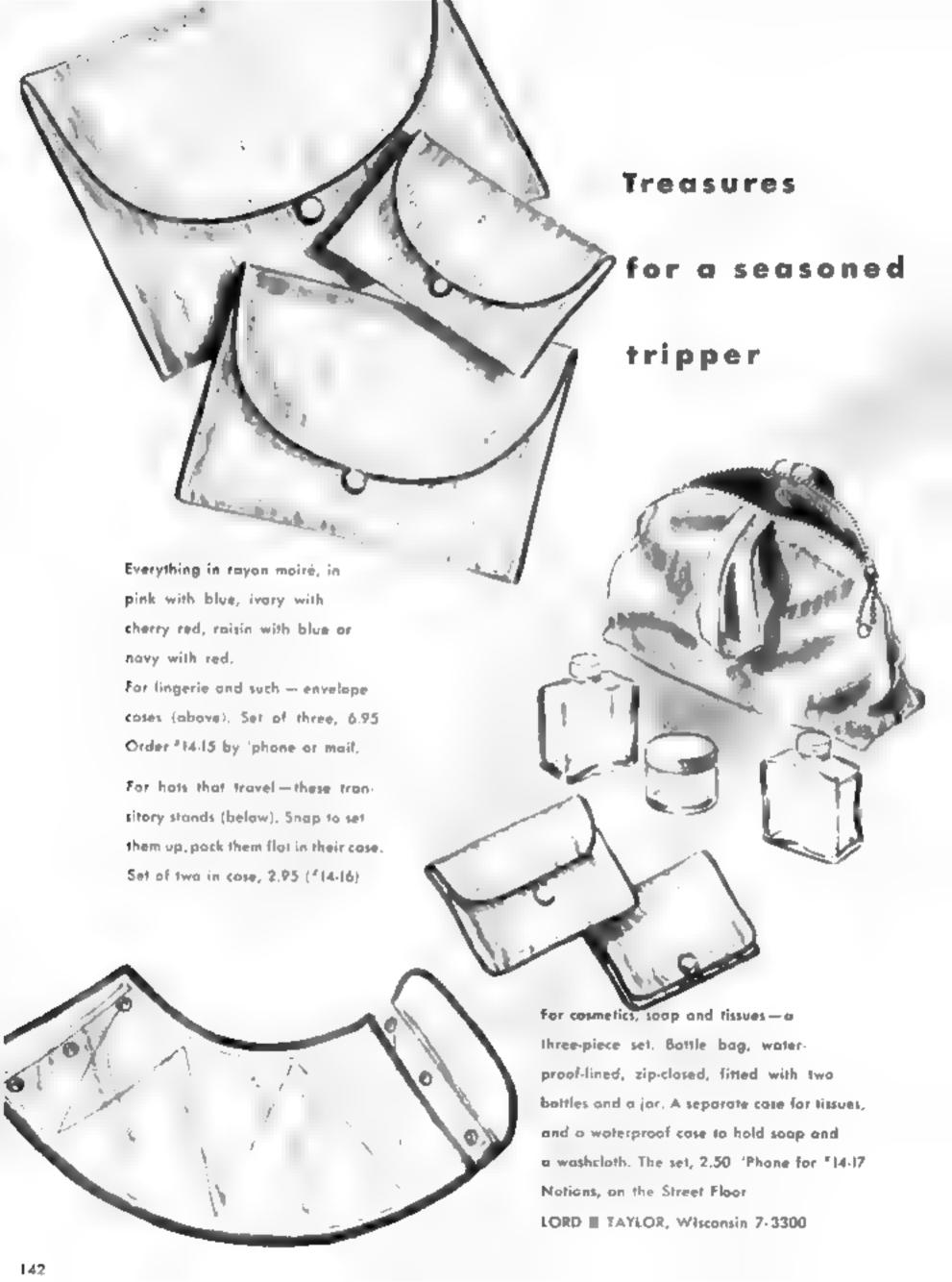


"Jiffy Purse" beats an express — in a wink, you slide aff change from one side, bills from the other, Red, brown, green, black, blue leather, 1.50 'Phone for *17-18,

"Commuter's Special" is the thing, if you know a regular on the 7:55. It's built to hold a commutation ticket and note sheets, as well as cash. Red or block morocco leather, or hazel pigskin. For tickets 3"x5", and under, it's 2.95 (*17-19). For larger ones up to 3"x6\%", 3.95 (*17-20). Exclusive. All, from Stationery and Leather Goods, Street Floor — or 'phone.

LORD & TAYLOR, Wisconsin 7-3300









Suds, and such —

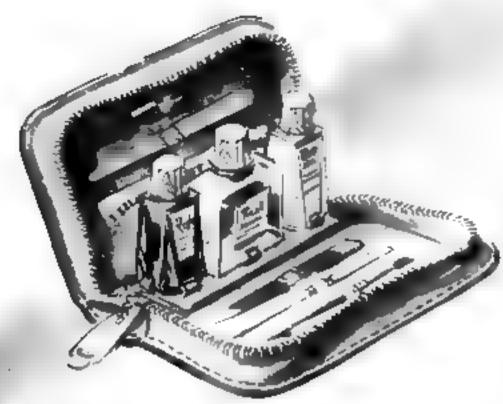
for your most charming hostess—"Hands III Friendship". Soop, like Victorian figurines, with flower decalcomonias in the polms. Six, in a prettily designed box, 1.00 (*18-50)



for your pet sophisticates —"Love and Kisses".

Soapy twins, pased on their stomachs, in a transparent box. Box, 1.00 (*18-51)

for your favorite children, and others whimsey-minded —"Whirl-a-Gig". Scopy clowns on a wheel that actually twirls around. 1.00 Order #18-52 by 'phone.
Tailetries, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300



tf Revion's her favorite — give her this neat noil kit, "Happy Landing" (left), fitted with all the essentials. Zipped case in black, wine, pink and blue simulated leather. 2.50 (*18-54)

If she's partial to Peggy Sage —
give her this trim little manicure
case "Darset" (below), fitted out with
the necessaries. Navy or red corded
fabric. 2.50 'Phone for "18-55.



And if you're looking for the newest of the new—Lord & Taylor's exclusive "Whipped Cream Saap". Luscious adors of Almand (white); Strawberry (pink); Mint (green) and Leman (yellow). Glass jar (holds 6 cakes). 1.50 (*18-57). Tailetries Department, on the Street Floor — or 'phone.

LORD & TAYLOR, Wisconsin 7-3300



If she loves to sook in the tub - give

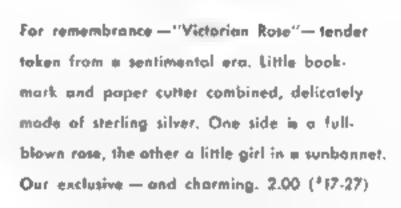
filled with Subble Bath. Gardenia,

Of Thee I Sing, Amber, Pine, Rose

her Charbert's Both Hamper (above),



The tab turns the pages for you. No need to paste (prints go in acetate envelopes). Standard, in red, black, blue or green simulated leather, for 50 prints and negatives, 2.00 (*17-26). De luxe, for 100 prints and negatives, in simulated golden rawhide, 4.50 (*17-26a). Both hold prints up to 31/2"x 51/2".



For dates ~ a '42 engagement book with dated pages and a 'phone index. Gold-tooled leather in brown, green, ton, wine, blue, ivory or copper. 3.50 'Phone for \$17-28. Stationary and Leather Goods, on the Street Floor

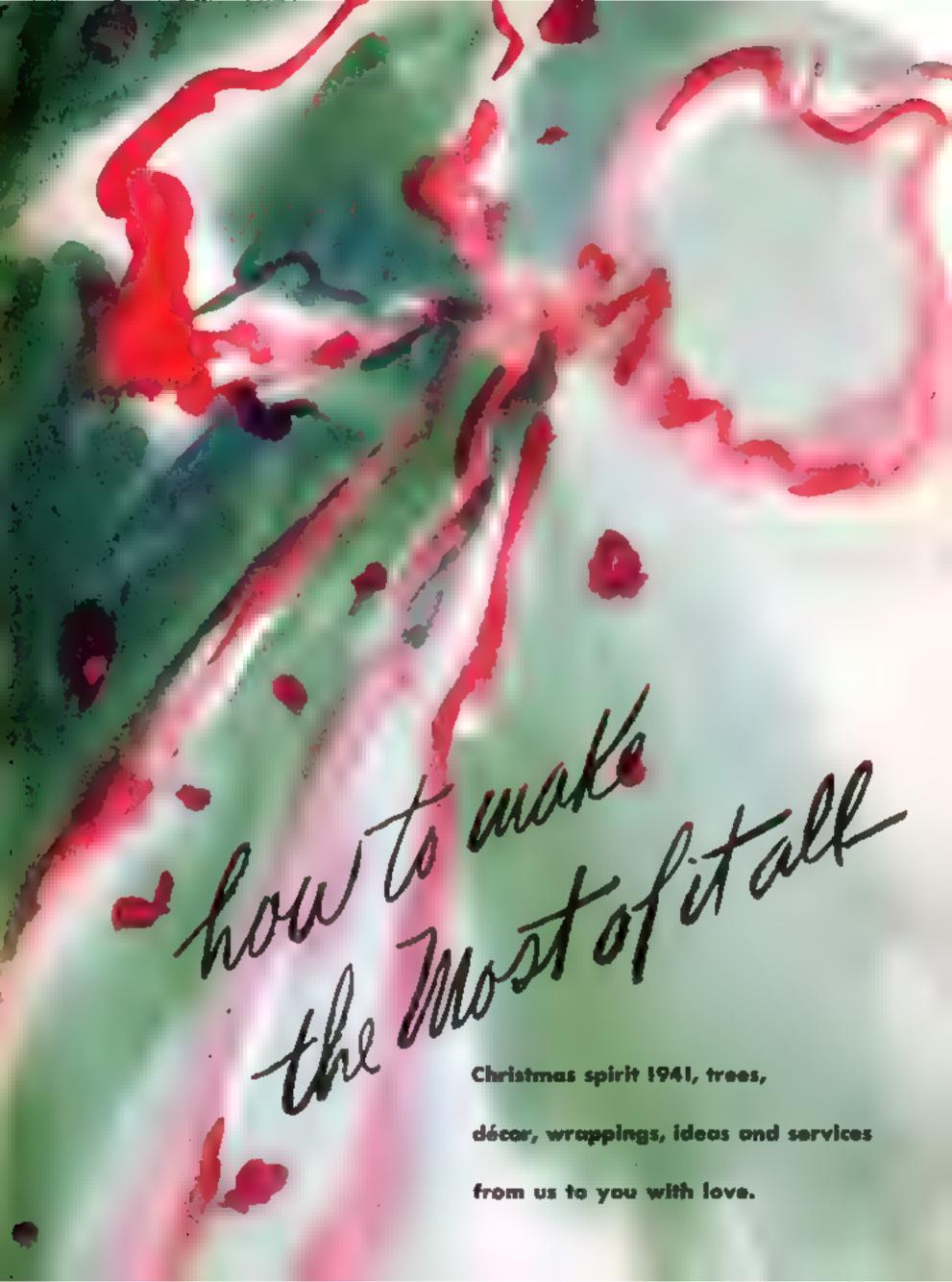
LORD & TAYLOR, Wisconsin 7-3300







You've thought of everyone — here's...





Make it memorable—make it, this year, a real family Christmas. Make it big and jolly, the way it used to be. Have everyone come from far and near. And make it a real feasting time, with all those wonderful foods and special tid-bits you remember from childhood.

MAKE IT A FEAST FOR SIGHT, TOO — do m tree like that beautiful one we did (on the opposite page). Do those tricks — Just for Fun — on the next page. And you and your daughters put tree ornaments or red bows in your hair. Have Dad and the boys wear hally boutonnieres.

MAKE IT AN OCCASION — organize the package-opening, so it comes off at one time. Have names called off. (And none of this cheating-with-just-one-present on Christmas Eve!)

MAKE IT A FAMILY TRADITION — start some one thing, this year, that you'll carry on. Like reading the "Night Before Christmas" aloud, to everyone on Christmas Eve. And having some special goody that you eat at the same time.

MAKE THIS CHRISTMAS - OF ALL CHRISTMASES - THE BEST, THE MOST FUN. THE MERRIEST OF ALL!







Deck the Halls-

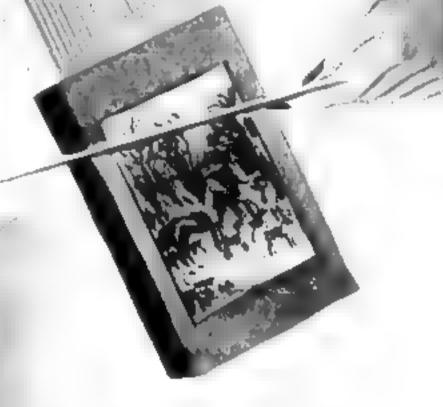
with a "Fireside Coddy", that holds
"Twilight Glow" to give color to flames.

Wooden Jub, complete with a scoop, 2.95

Order *14-18 by 'phone or by mail.

or with this mammath match bax, filled with extra long matches for extra easy lighting. Box, 3.50 'Phone for *14-19.

Both, Nations Department, Street Floor

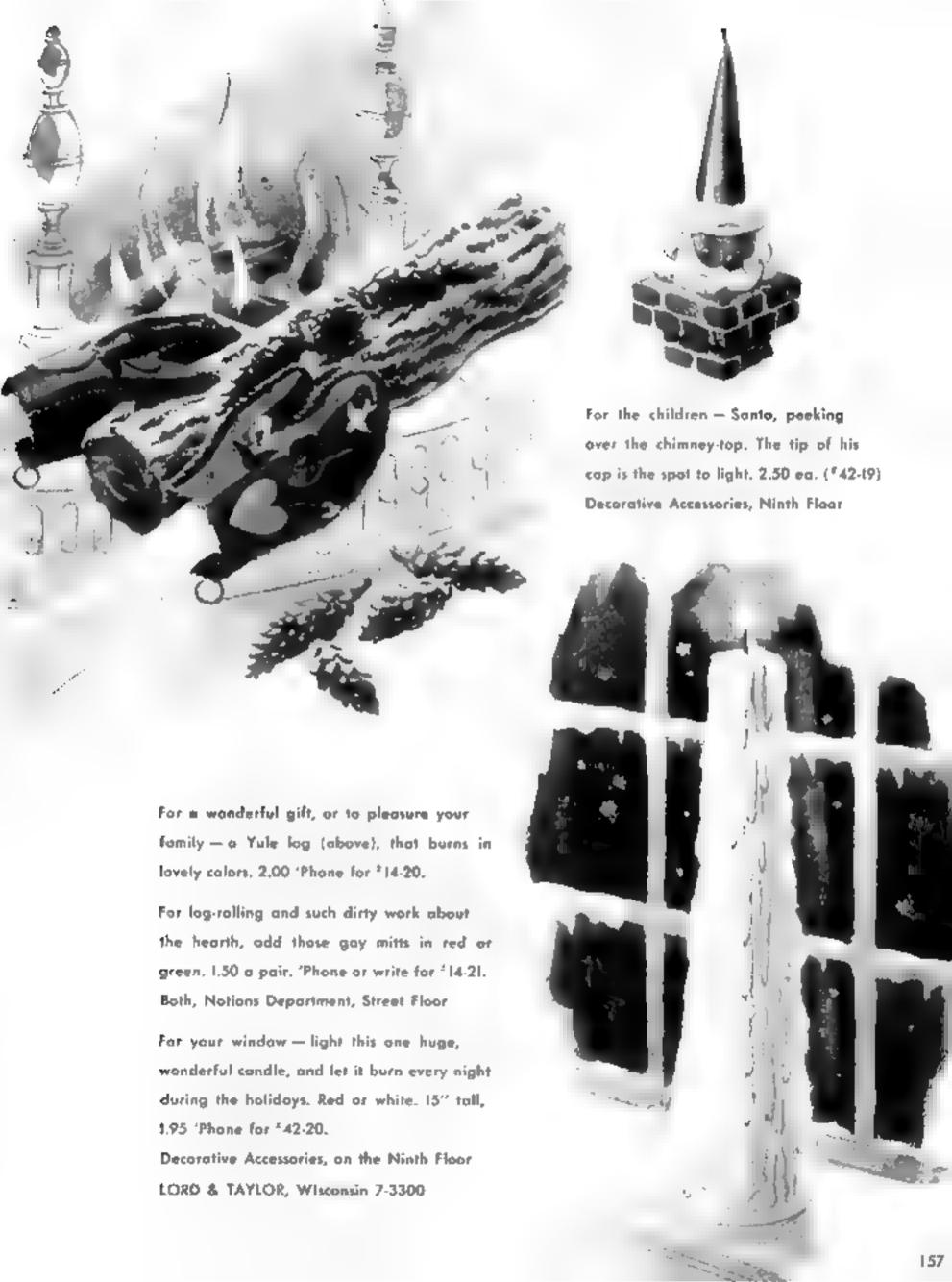


and be sure to have condles — say, this modern, stylized tree in white. With stand, two sizes, 1.25 and 1.85 (*42-17)

or something gay like that roly poly snawman holding a red candle. 1.50 (*42-18)

Decorative Accessories, Ninth Floor

LORD & TAYLOR, Wisconsin 7-3300





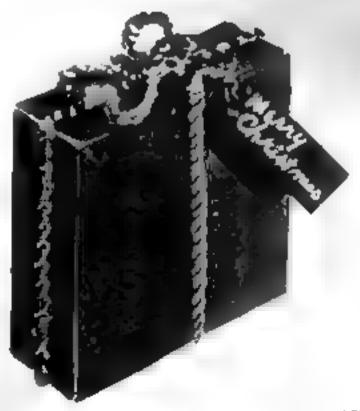


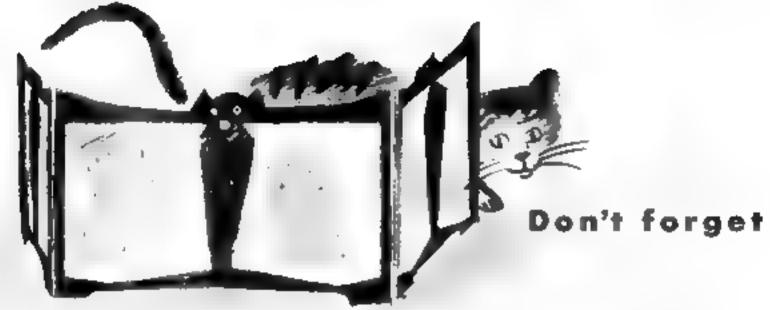
AND SPICE WITH IMAGINATION. Recipe to make getting twice the glory, and giving thousand-fold fun. Papers like these are so different, so delightful; with tags, stickers and ribbons 'specially designed for each one. And somehow, some way — that gives a gift we very special look, and brings an extra measure of joy.

ALL THESE ARE EXCLUSIVE DESIGNS, at 35c for 4 large sheets; seals and tags, 10c a pkg. On page 158, Sleds, #17-33; Ribbon Candy, #17-34; Carousel, #17-35; Singing Angels, #17-36. Page 159, Knitting Wool, #17-37; Hard Candy Christmas, #17-38.

AND if you've large packages, use our regular heavy green paper (right); then buy our fat red cord, 15c a package, #17-39; and huge red tags, 12 for 35c, #17-40; then put on gay blobs of sealing wax. Gift Wrappings, on the Street Floor LORD & TAYLOR, Wisconsin 7-3300







Pur-r-r-r-

Privacy for puss — her pan and self discreetly concealed behind a cork screen; natural trimmed with green, red or blue. 3.95 "Phone for *19-2"

So she can manicure her nails (instead of using the best furniture) — a scratching post, intasicatingly scented with catnip to give it cat-allure.

In dull blue, green or rust, 2.25 (*19-3)



To appeal to the dreamy pioneer spirit ~

a covered wagon for dogs as well as cats.

The awning stripe cushion is dull red or green; Kapok- and cedar-filled to discourage such wild life as fleas. Three sizes:

18"x12", 7.50; 24"x18", 8.95; 30"x20", 15.00

You can order "19-4 by "phone.

Dog Accessories, on the Street Floor

LORD & TAYLOR, Wisconsin 7-3300





Conserve Triplets—choose gooseberry, cherry, ginger, grape or fruit marmolode. Three 16-ox. jars, in assorted flavors, 1.75 (*14-22)



Christmas

Stuffing



From the Smoky Mountains — oven-proof crocks or jugs with Strawberry Preserve (above)

I pint, I.15 (*14-23). Or Honey, (right) Sketched, 1½-lb. jug, 1.65 (*14-24). Or = ½-lb. jug, 75c (*14-24a). 'Phone, write, or find them in The Goody Corner, Christmas Gift Shop, Ninth Floor LORD & TAYLOR, Wisconsin 7-3300



A Homper—wonderful gift far the whole family. With fruit cake, plum pudding, nuts, hard sauce, and such delectable haliday fare. 15.00 (*14-25)



Ah! Fruit Cake, chuckful of nuts and fruits, aged and metlowed in brandy.

1½ lbs., 1.75 (*14-26). Or a 3-lb.

cake, 3.35 'Phane for *14-26a.



A Sweets Basket — six 6-oz, jars of wonderful conserves. In an individual picnic basket, 2.95 (*14-30)

From the Goody Carner, in the Christmas Gift Shap, Ninth Floor LORD & TAYLOR, Wisconsin 7-3300



Plum Pudding, spiced and brandied, all in a bowl, ready to be steamed.

Four partian bowl, 1.25 (*14-28)

Eight partian bowl, 2.35 (*14-28a)

Sherry Prolines (below), marvelous new confection made from an old recipe. Fot pecans, dipped in a toothsome sherry mixture. 8-oz. tin, 1.15 (*14-29). 112-16, tin, 2.95 (Phone for *14-29).



And Oh!

those tantalizing smells

that linger around the house at Christmas time. They're as important to the younger fry as vitamins and manners, Imagine going through life without the memory of spicy odors wafting from the kitchen, of being part and parcel of the happy bustle of getting ready. So why not make it an "all-out" family Christmas? Let the male members enjoy being inveigled into cracking nuts and sampling goodies. Children never forget the fun of cutting out cookies, scraping the bowl and licking the spoon. DON'T YOU REMEMBER—

PIE CRUST STICKS? — wonderful with hot chocolate on Christmas Eve. Try that for m tradition, while you read the "Night Before Christmas."

Or SPICE DROPS? — delectable bits for Christmas baskets.

Or PUMPKIN PIE? — the dark spicy kind that Granny used to bake.

And instead of Eggnog from the dairy — why not try your hand at good HOT BUTTERED RUM? It would be marvelous always to serve it before Christmas dinner; or after you've gone out to get the tree.



And, by all means—

Make the Most of these Services

★ QUERY THE QUESTERS — our shoppers will help you find anything you want, anywhere in the store. You can spot them by the Christmas-tree baubles on their snooded heads — do ask them for help! At the Accommodation Desk at the rear of the Street Floor.

SHOP BY 'PHONE — it's fun and it's efficient. Say you're reading this book in bed some night, and come across bright gift ideas. Just reach for the 'phone and tell us the order numbers. With that off your mind, you can sleep . . . because WE never do — we're on "telephone tap" every hour of the 24.

TAKE THE TOTS TO THE TOY SHOP—they'll be entranced by everything. Dell O'Dell is making magic in shows throughout the day, and the toys are wonderful—'specially chosen to suit age groups up to eight. Take the Express Elevators to the Tenth Floor.

STOP IN TO SEE SANTA—that jolly man has a surprise gift for each and every small one. Take them to the Young People's Floor, the Sixth.



ASK MR. FOSTER — our Travel Service can help you with every arrangement, whether you're going home for the holidays, or planning to give someone that "ticket to Sun Valley" we suggested on page 50. Fifth Floor.

SEE THE TREES — a whole row of full-boughed beauties. Decorating ideas a-plenty for you to use for your own tree. They're on the Seventh Floor.

TAKE TIME OUT— for quick refreshment while you're shopping. You can rest your feet and revive your spirits with delicious luncheon or afternoon tea in our charming Bird Cage. On the Fifth Floor.

Take the Express Elevators to the Tenth Floor.

WRITE, IF YOU LIKE — with a letter, or with the Order Blank in the back of this book, you can order every single solitary thing in the book. Our Mail Shopping Service will fill your order with care and dispatch.

"right" gift for that difficult male on your list.

We've marvelous gifts for the gourmet who loves to do his own cooking. A fascinating collection of antique bottles and such, for the one whose bar is his pride.

Take the Express Elevators to the Men's Floor, Tenth.

For your convenience...

